

GEO-FENCE AND ITS IMPACT ON RETAIL BUSINESSES

*A project report submitted in partial fulfillment of the requirements for the award of
the Degree of*

BACHELOR OF TECHNOLOGY

In

COMPUTER SCIENCE AND ENGINEERING

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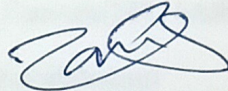
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CERTIFICATE

This is to certify that the project entitled “Geo-Fence and its impact on retail Businesses” in partial fulfillment for the of degree of **Bachelor of Technology in COMPUTER SCIENCE AND ENGINEERING**, at AVANTHI INSTITUTE OF ENGINEERING AND TECHNOLOGY, MAKAVARAPALEM, VISAKHAPATNAM is an bonafide work carried out by **B. PRUDHVI GANESH (20811A0513)**, **CH. HEMA VARALAKSHMI (20811A0527)**, **B. BHANU PRASAD (20811A0518)**, **B. ALKEHYA (20811A0515)**, **K. SAGAR(21815A0506)** under the guidance and supervision during 2023-2024.

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ABSTRACT

Geo-Fencing is one of the best one-size-fits-all solutions for creating Business Directory classified websites. This script allows to add categories, then associate added businesses to these categories. You may also add business profiles including basic business contact info, business description, website link, e-mail contact, categories, map links etc. This script provides you with all features you need to setup your own e-Commerce directory website on your own domain name. We provide you all things you need for a successful website such as: listings, management, search engine friendly URLs, database backup, advanced text editor, banner rotation system etc. So it is really easy to start your own successful directory website. Listing owner has a complete control on listings in a real-time. This script was developed on MVC Framework and allows you to build business directory website in a few minutes and then easy add and edit the content. The script provides you with all features you need to setup your own e-Commerce directory website on your own domain name.

Geo-Fencing and its impact on retail businesses serves as a comprehensive platform that facilitates communication between local businesses and customers. Users of the directory may easily look up and research a variety of local businesses thanks to the directory's robust search function. By allowing users to tailor their search based on specific parameters like location, industry, or ratings, this feature ensures an intuitive user experience. The business entries in the directory provide a detailed overview of each organization, including important information such as contact data, services offered, and client testimonials. Users can speed up future communications and personalize their directory experience by bookmarking their favorite companies. The safe sanctuary provided by the login and sign-up credentials enhances the user experience.